

Department of Fish and Game Automated License Data System (ALDS)

ALDS Satisfaction Survey Results DFG License Agents (Excluding Large Agents)



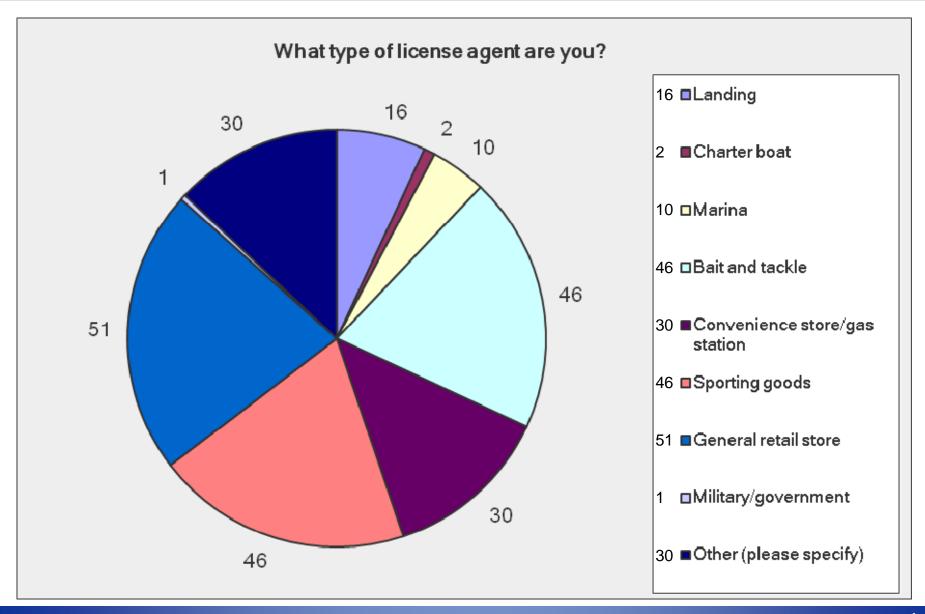
EXECUTIVE OVERVIEW: This Survey Results Package contains the results of all license agents excluding large license agents.

- An electronic survey was developed and administered in March 2012 to gauge DFG license agents overall satisfaction with the Automated License Data System (ALDS) in the following areas:
 - ✓ ALDS Equipment (IPOS Terminal, Magnetic Stripe Reader, Hand-held Scanner, License Printer)
 - ✓ ALDS Unscheduled Downtime or Outages
 - ✓ ALDS Equipment Replacement
 - ✓ ALDS Sales Software (overall, processing time, and feedback on specific transaction screens)
 - ✓ Customer Technical Support and DFG ALDS Help Desk
 - ✓ Communications and Training
 - ✓ Feedback and Recommendations
- 232 license agents responded, representing 41% of those administered the survey. Note, this
 participation rate may be closer to 50% given the seasonal nature of some agents
 (approximately 90) who could not be reached to obtain an email address.
- Overall, license agents are very positive regarding the implementation of ALDS (see page 3 for feedback summary). Agents also cited that they like the fact that they do not have to worry about license inventory and are able to sell a broader range of items, increasing their sales.
- Key license agent recommendations and associated DFG actions are contained on pages 27-34.

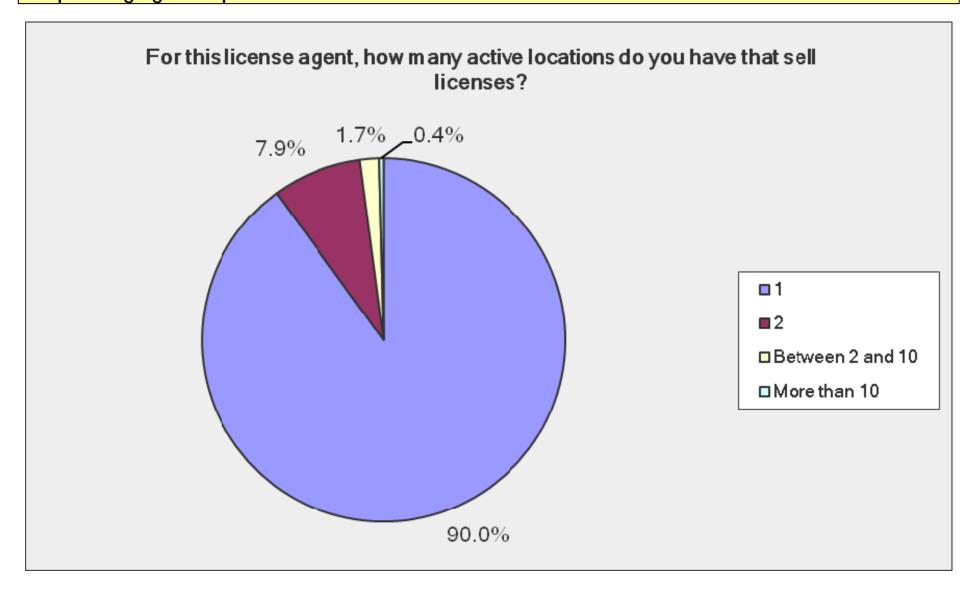
SURVEY RESULTS: SUMMARY OF OPEN ENDED FEEDBACK REGARDING ALDS What license agents say about using the system over the past year. . .

- I love it! It is easy to use. I only pay for licenses that I sell. I have all the licenses available.
- We love it!
- We have doubled our sales with the system.
- The system is the best thing ever. It has allowed my business to increase sales of fishing licenses and allowed us to sell hunting licenses, too.
- Overall, it is a very effective and efficient system.
- Very satisfied with the equipment. It has made selling licenses much quicker and easier.
- You should have done this years ago.
- I like it much better than the old paper system.
- Very happy with ALDS as far as a license agent.
- I like it and the fact there is no paperwork reconciliation to do at the end of the season.
- It definitely streamlines and eases the process.
- System works well.
- Fast, convenient, saves the trouble of having to have a lot of inventory of hard copy licenses.
- I like it because we can sell almost anything.
- Much better than the old system.
- Great....love not running out of licenses to sell.
- Much better than paper license sells, especially the reporting.

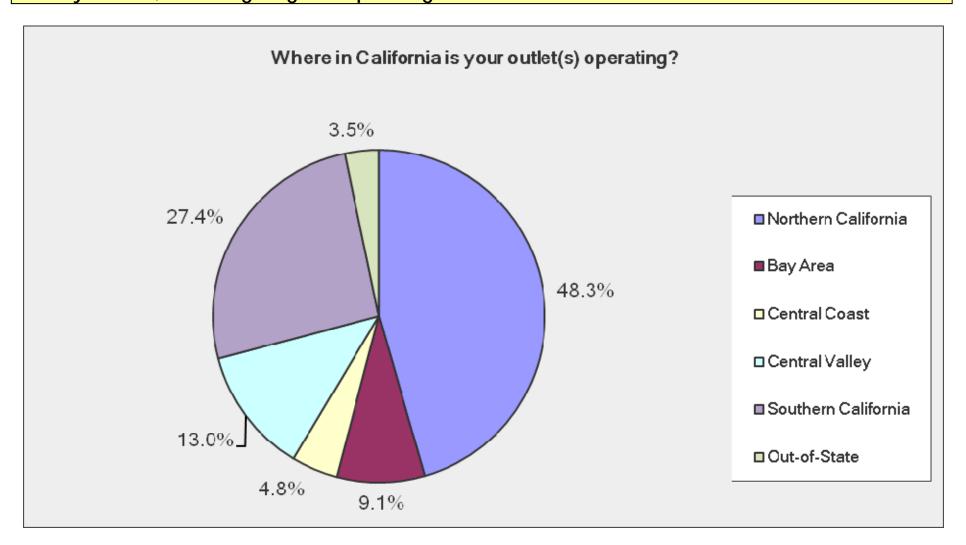
SURVEY PARTICIPATION BY TYPE- 232 License Agents participated; representing all category types of agents.



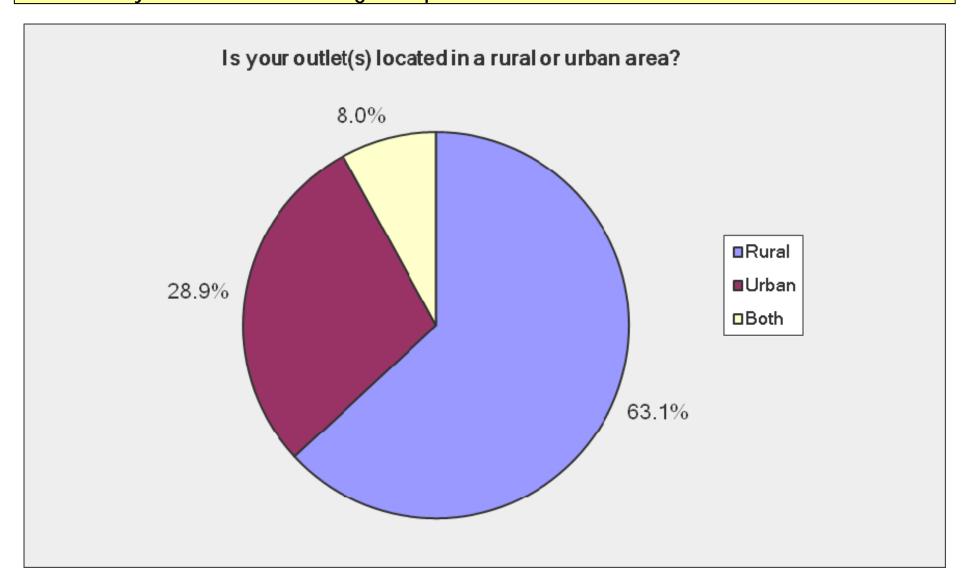
SURVEY PARTICIPATION BY HOW MANY OPERATING OUTLETS/LOCATIONS – 90% (or 209) of the responding agents operate one license sales outlet/location.



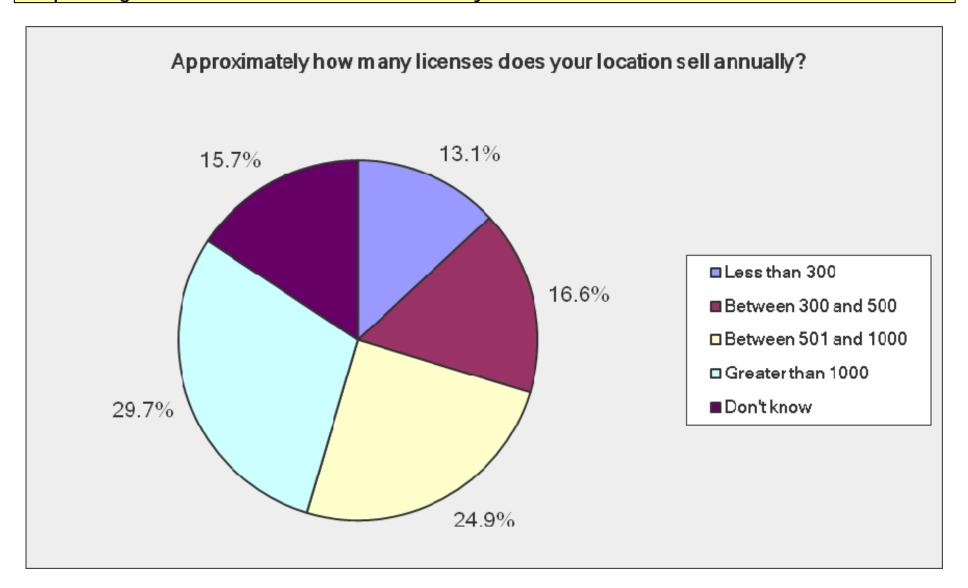
SURVEY PARTICIPATION BY REGIONAL LOCATION – All regional areas are represented in the survey results, including 8 agents operating an outlet outside of California.



SURVEY PARTICIPATION BY RURAL/URBAN AREA – Both urban and rural areas are represented in the survey results. 142 license agents operate in rural areas of California.

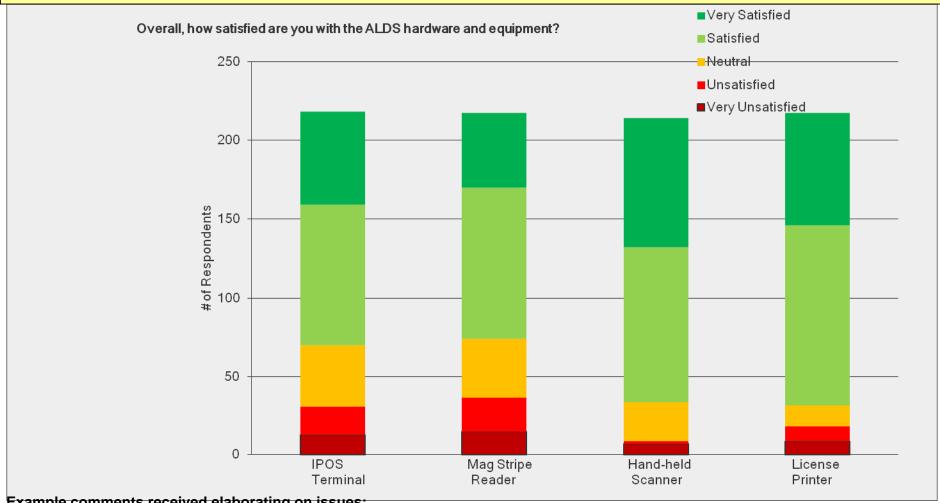


SURVEY PARTICIPATION BY VOLUME OF LICENSES SOLD – More than half of the license agents responding sold more than 500 licenses annually.



SURVEY RESULTS: OVERALL SATISFACTION

Highest level of satisfaction is with the hand-held scanner; lowest level with magnetic stripe reader & IPOS Terminal.

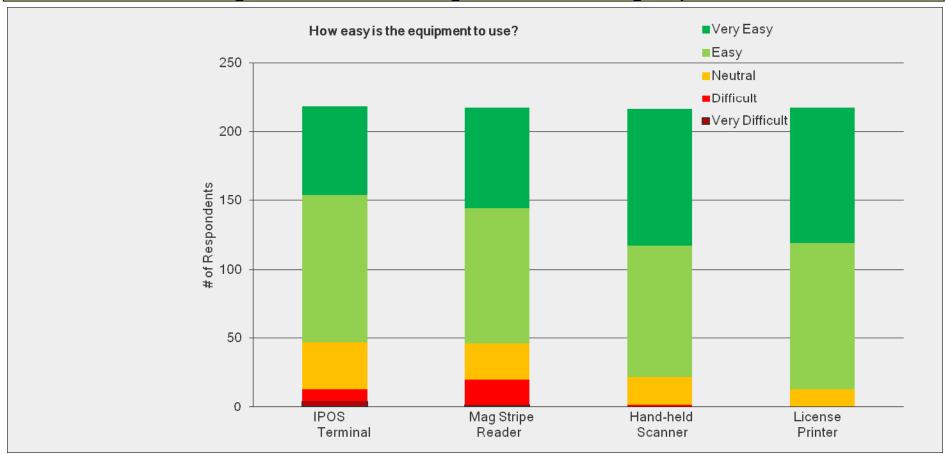


Example comments received elaborating on issues:

- · Mag stripe reader never reads on first swipe
- Mag stripe reader does not read many of the licenses
- Mag stripe reader only works part of the time; most of the IPOS constantly needs to be re-calibrated time we have to input customers information
- Touch screen is slow to respond; would be nice to have an additional keyboard
- Sometimes the license never prints · Would like a warning light when the
 - paper is low
 - Touch screen is time-consuming

SURVEY RESULTS: EASE OF USE

Overall, the license agents found the ALDS equipment easy to use, with the license printer and the hand-held scanner being the easiest. 10% of agents found the mag stripe reader to be difficult.

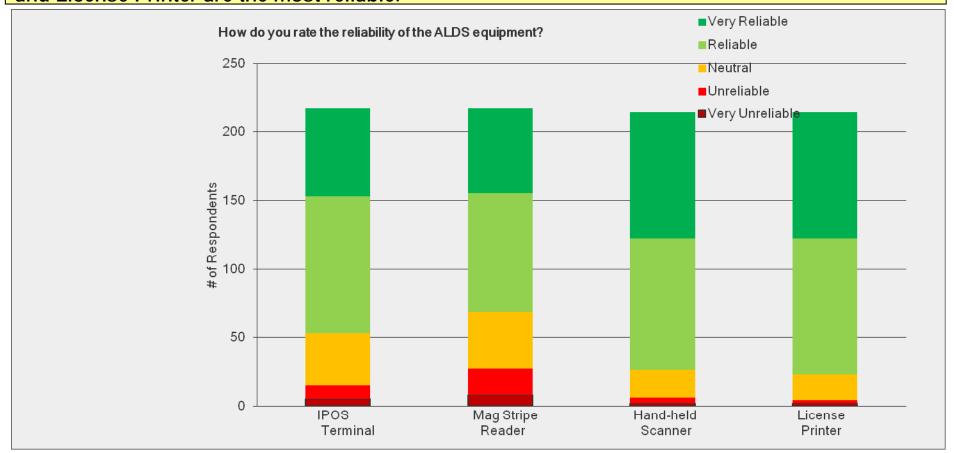


Example comments received elaborating on issues:

- The biggest challenge is the time it takes to enter a customer, especially foreigners and out-of-state. Takes too long on touch screen.
- Mag stripe reader does not read over half of the licenses due to the age of license (older ones problematic, out-of-state, and military).
- Have to log in too often and having to change passwords too often.

SURVEY RESULTS: EQUIPMENT RELIABILITY

The Magnetic Stripe Reader and IPOS terminal are the most unreliable. The Hand-held Scanner and License Printer are the most reliable.

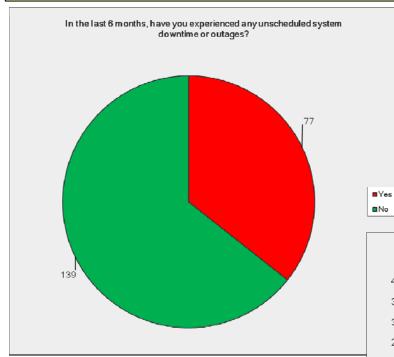


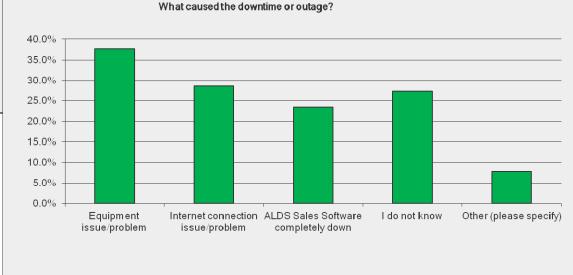
Example comments received elaborating on issues:

- Problems with dial-up connections and having to reboot multiple times a day.
- •Terminal overheated last summer; the equipment does not have a cooling fan.
- •We have had to replace our terminals 7 times.
- The mag stripe reader is less responsive/reliable than the credit card readers we have.
- Never know when you are going to run out of paper.
- Touch screen is unresponsive.

 Touch screen does not respond fast enough.

SURVEY RESULTS: UNSCHEDULED DOWNTIME OR OUTAGES IN THE LAST 6 MONTHS 77 of agents (36% of those responding) had experienced unscheduled downtime or outages.

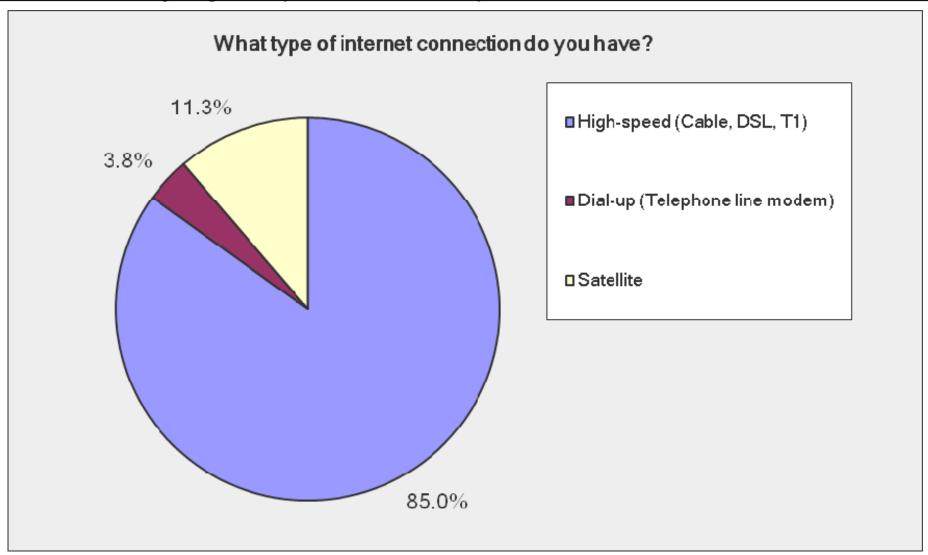




Comments received elaborating on issues:

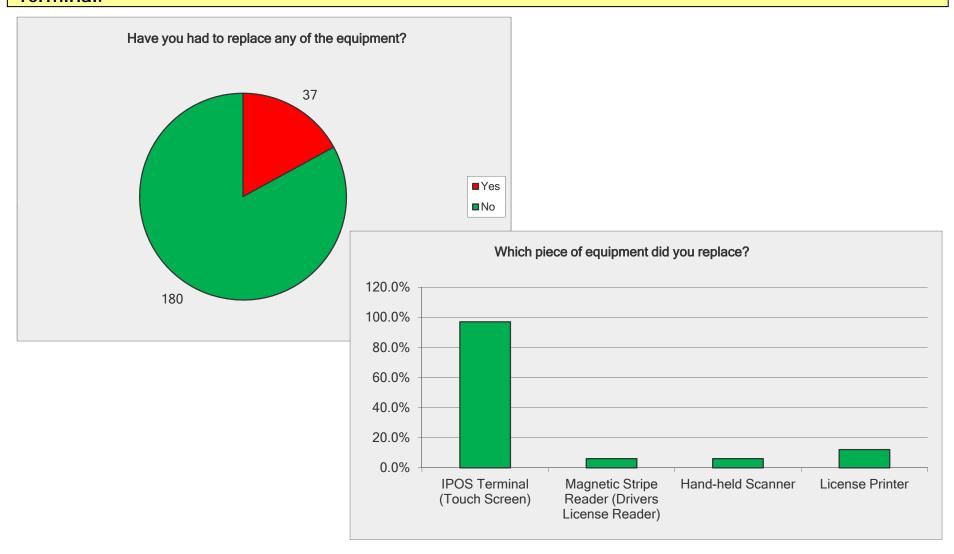
- System updates not controlled by us
- ALDS updates
- Terminal fuse blew
- · Down touch screens

SURVEY RESULTS: EQUIPMENT DOWN-TIME AND/OR UNSCHEDULED OUTAGES
Of those 77 agents encountering down-time or outages, the majority have a high-speed internet connection. Only 3 agents reported to have dial-up connections.

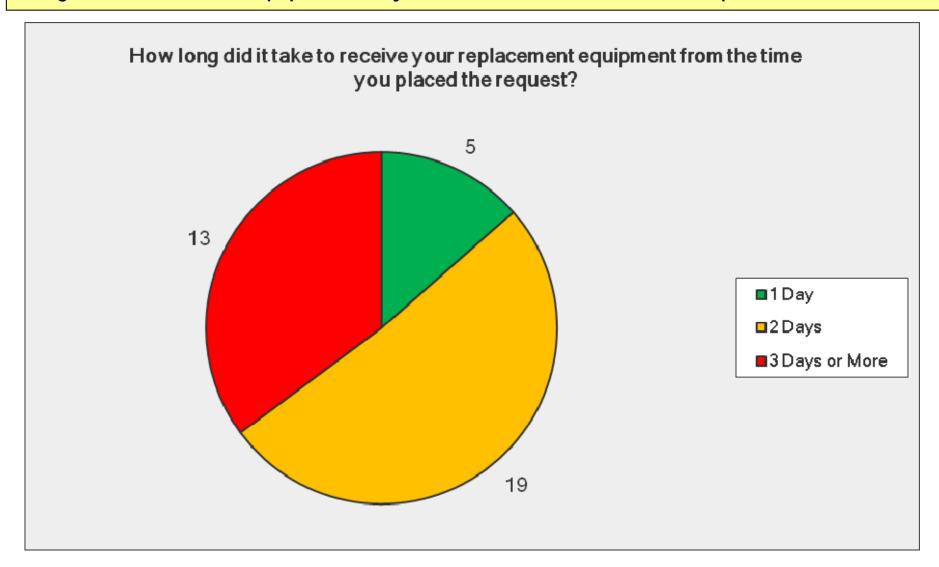


SURVEY RESULTS: EQUIPMENT REPLACEMENT

37 agents reported that they had to replace ALDS equipment, the majority replacing the IPOS Terminal.

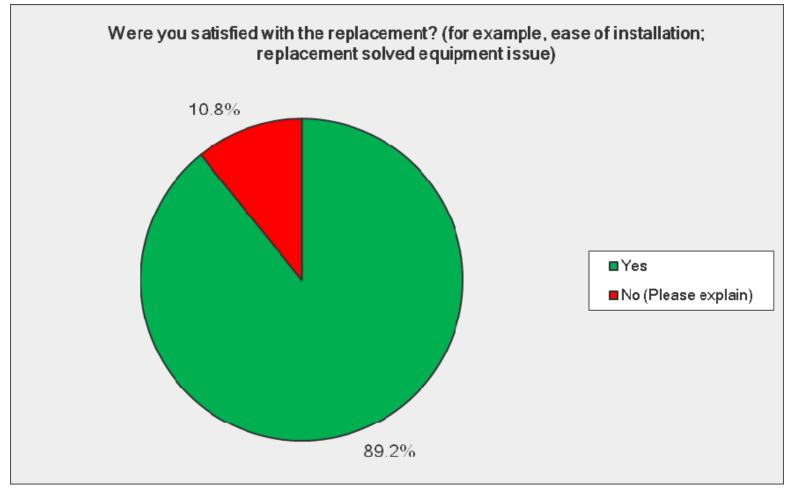


SURVEY RESULTS: LENGTH OF TIME TO RECEIVE REPLACEMENT FROM TIME OF REQUEST 13 Agents received their equipment 3 days or later from the time of their request.



SURVEY RESULTS: SATISFACTION WITH THE EQUIPMENT REPLACEMENT

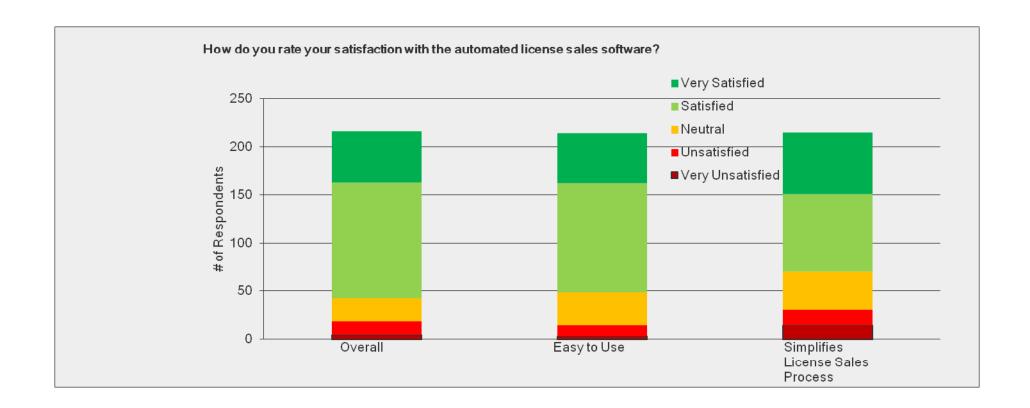
4 Agents were not satisfied with their replacement.



Example comments received elaborating on issues:

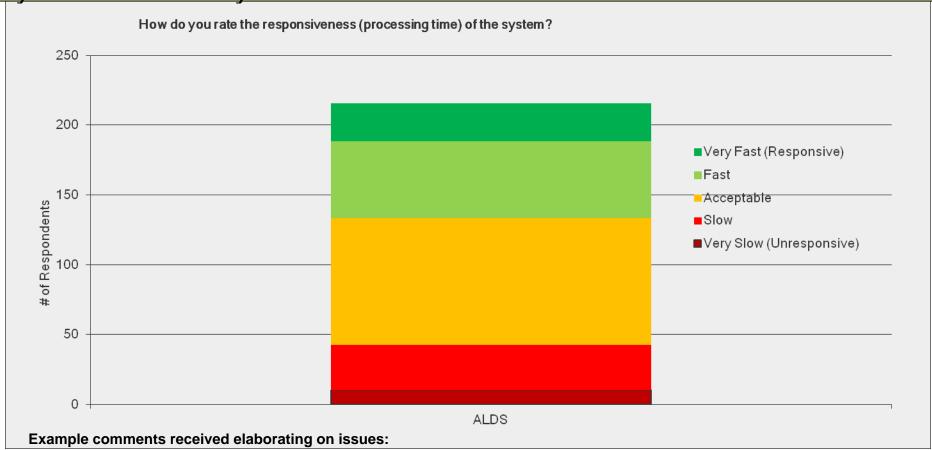
- Had to fight to get the terminal replaced.
- It worked fine at first, then the new one started having issues.
- We have had to replace the terminal several times now.

SURVEY RESULTS: SATISFACTION WITH THE AUTOMATED LICENSE SALES SOFTWARE Overall, 80 % of agents responded that they are satisfied with ALDS as well as they feel it is easy to use and simplifies the license sales process. Only 19 out of 216 respondents were unsatisfied.



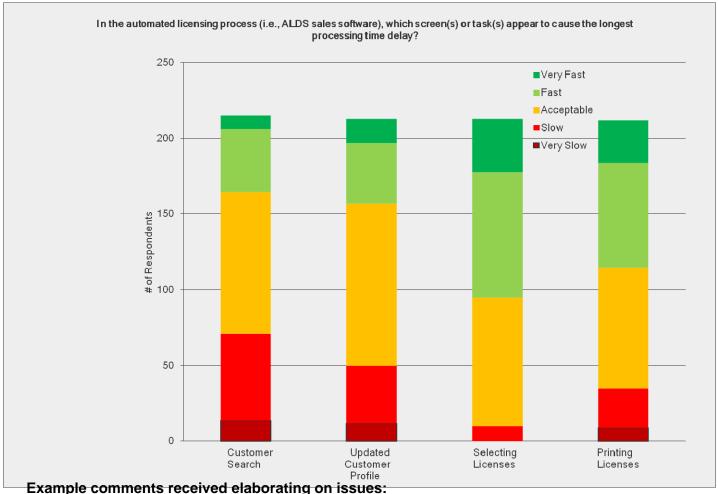
SURVEY RESULTS: OVERALL RESPONSIVENESS OF THE SYSTEM

80% of all agents responding found ALDS to be acceptable or fast. 42 out of 215 Agents found the system to be slow or very slow.



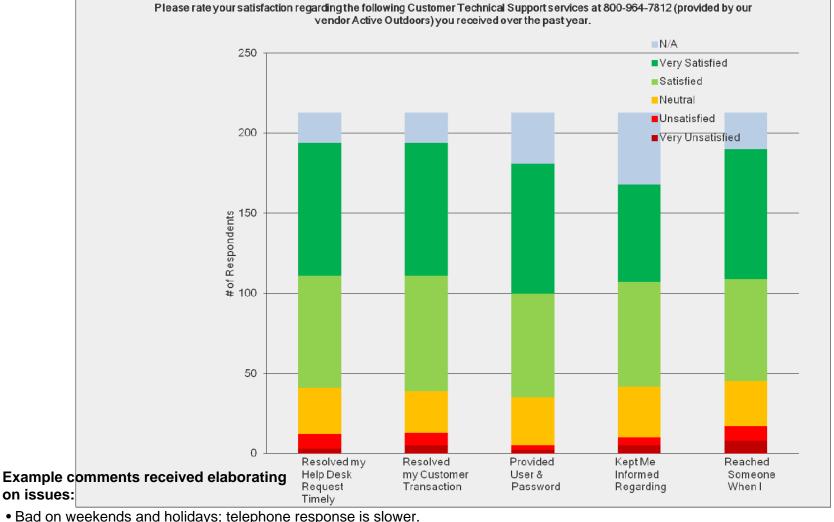
- I have customers that can take up to 35 minutes to process.
- When 12-20 people are lined up to buy a one day license and are in a hurry to get to their charter boat it's not fun!
 Each out of state license must be filled in completely
- It appears the system could process the information faster.
- It is slow waiting for the IPOS to recognize the response & enter the data.
- System seems to slow down during peak hours during fishing season and the high volume of transactions.
- It takes too long to manually enter customer data on the IPOS.
- Would prefer not be logged out after 60 minutes.
- System is fast if you don't have manually enter the customer data; unfortunately I have to enter manually too often.

SURVEY RESULTS: IDENTIFY THE SCREENS/TASKS WITH THE LONGEST PROCESSING TIME 71 Agents found that customer search takes the longest, while 203 Agents felt that selecting the licenses was the fastest.



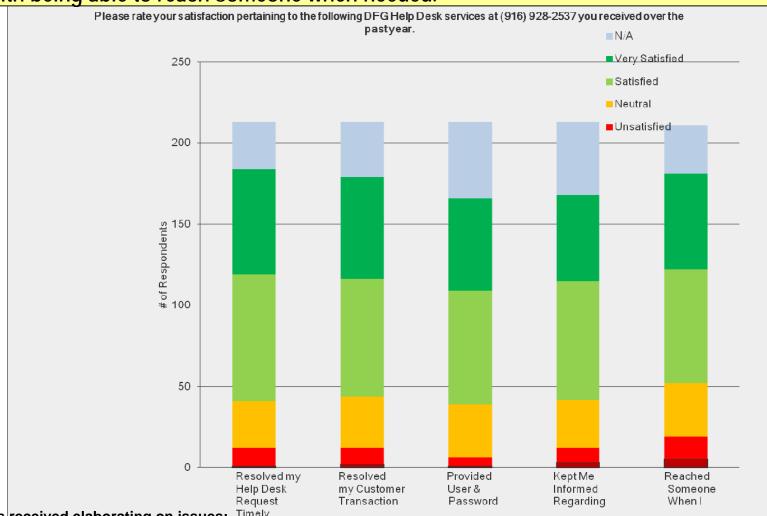
- Many of the previous years' licenses don't scan (tear, wear, etc) • Manually entering customer information takes too long with touch screen
- Signing on is what slows us down.
- It would be nice to be able to change the name and/or DOB when a mistake is made.
- Reduce the number of touch strokes (i.e., eliminate additional log-in touch after entering user name and password)
- Issuing licenses to out-of-state or foreign customers is too time-consuming.

SURVEY RESULTS: SATISFACTION WITH CUSTOMER TECHNICAL SUPPORT SERVICES (Active) Overall, Agents are satisfied with the support they receive. Just 12 (out of 213) of those seeking technical support from Active were unsatisfied.



- Bad on weekends and holidays; telephone response is slower.
- When customer is waiting, identify problem faster.
- Support people are courteous and helpful but appear to not have enough access to information to help with technical issues
- It took weeks and weeks and many calls just to speak to someone about all of the licenses we were charged for but unable to print.

SURVEY RESULTS: SATISFACTION WITH DFG LRB ASSISTANCE Overall, respondents are satisfied with the DFG LRB Assistance. 19 out of 211, or 9%, were unsatisfied with being able to reach someone when needed.

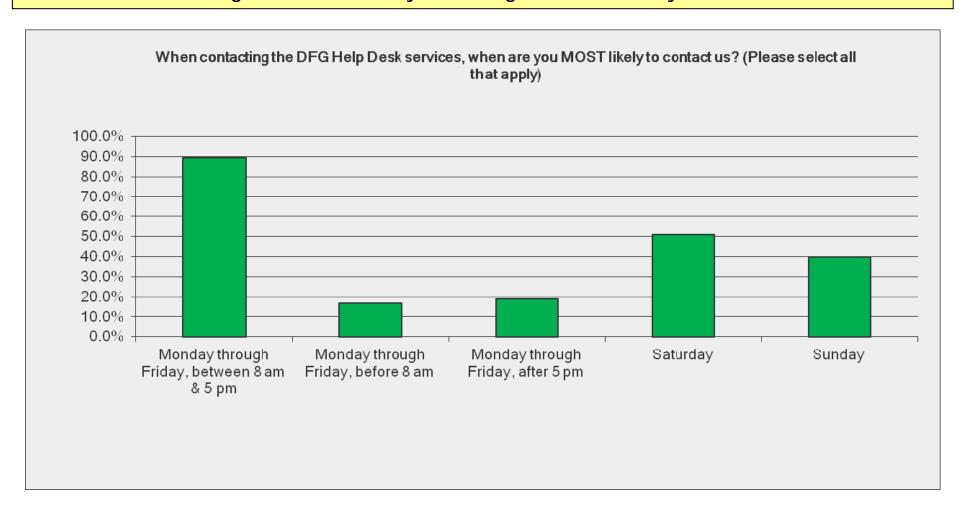


Example comments received elaborating on issues: Timely

- Never get a knowledgeable person the first time.
- Have difficulty reaching live person and when leaving message, do not receive response, requiring second call for same issue.
- It is hard to reach someone in the office when I have had a problem with my account;. sometimes it is 2 or 3 days before I get call back.
- If I need help during non-DFG work times, I have to wait for the next day or Monday (if it is after COB on Friday)

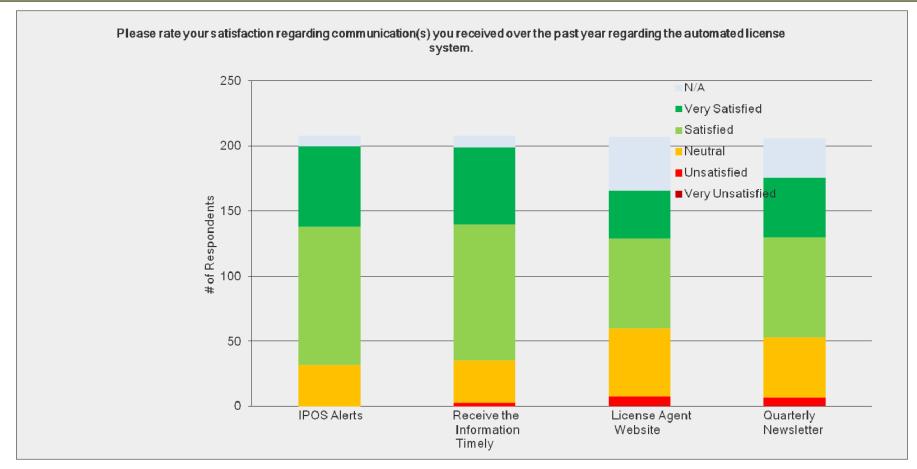
SURVEY RESULTS: WHEN ARE YOU MOST LIKELY TO CONTACT DFG FOR HELP?

187 Agents out of 209 said they are most likely to contact DFG Mon through Friday during normal business hours. 106 Agents said Saturday and 83 Agents said Sunday.



SURVEY RESULTS: SATISFACTION WITH COMMUNICATIONS

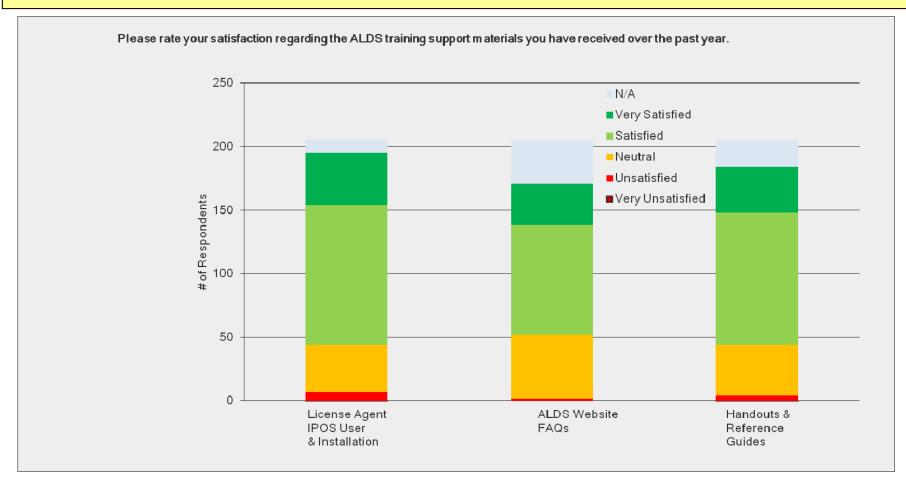
Agents are satisfied with the IPOS Alerts and the information they receive. Approximately 8 agents cited that they have never received a newsletter and/or unaware of the agent website.



Example comments received elaborating on issues:

- The reports on the agent website are difficult and not user friendly.
- The DFG website is very user unfriendly.
- I have never received a quarterly newsletter.
- I am not aware of the agent website.

SURVEY RESULTS: SATISFACTION WITH ALDS TRAINING SUPPORT MATERIALS Most of the agents are satisfied with the training support materials received.

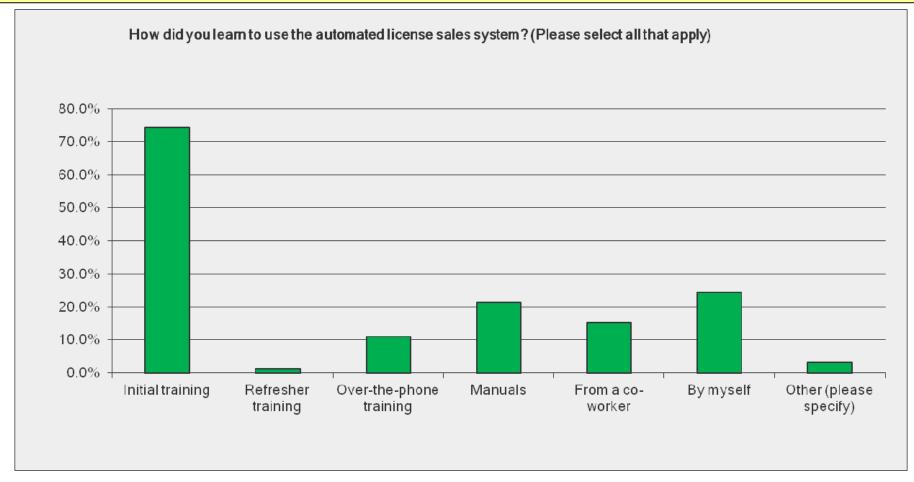


Examples of comments received elaborating on issues:

- We did not ever get any actual 'training'.
- Training class was rushed and tried to go over to much too fast
- I haven't received any materials over the past year
- Too much sent out (e.g., deer tags)

SURVEY RESULTS: HOW DID YOU LEARN TO USE ALDS?

83 agents learned how to use ALDS from a co-worker or by themselves. 156 agents participated in the initial training.

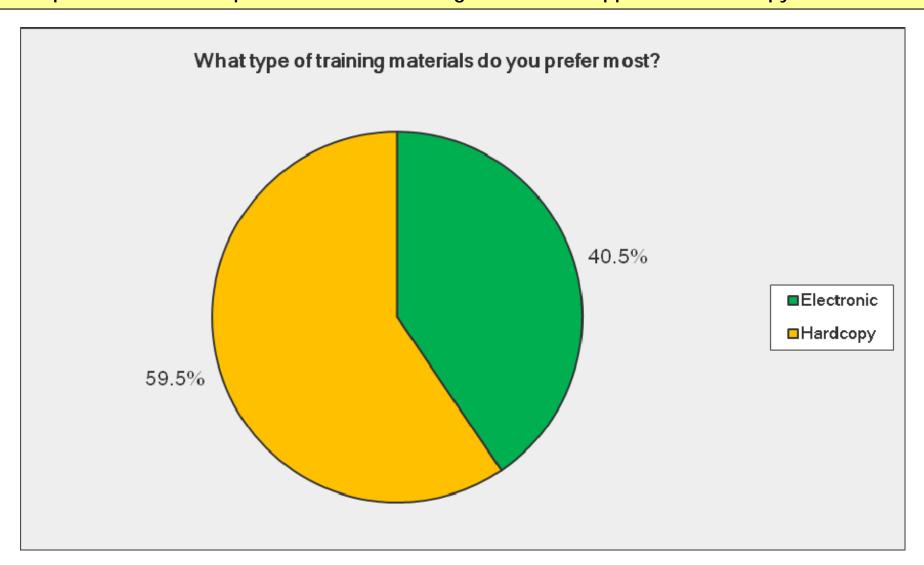


Example comments received elaborating on Other:

- · Called for help
- Family members
- Helped with the design

SURVEY RESULTS: TYPE OF TRAINING MATERIALS DO YOU PREFER MOST?

36 respondents or 65.5% prefer electronic training materials as opposed to hardcopy.



1. Reduce printing errors (document rendering problems), thereby also reducing the calls to technical support to cancel a license



ALDS Vendor (Active) is working on fixing the software bugs associated with printing errors. Improvements addressing this issue will be released later this year.

2. Identify when the thermal paper is running low or out of paper



DFG is evaluating physically marking the end of paper rolls in order to indicate paper is low (e.g., similar to POS register receipt paper rolls).

3. Make it easier to input customer information when the licenses cannot scan



DFG will implement customer outreach to educate customers to bring their prior year's license to expedite the customer retrieval process. DFG will revisit this next year after more customers are in the system.

- 4. Make it easier to input customer information when the licenses cannot scan. Expedite the process to input customer information for:
 - Out-of-State
 - Youth ID's
 - Military ID's
 - Foreign.

Make it faster and easier to look up customers (especially nonresidents).



DFG is addressing this with the following actions: (1) a change order was approved to provide the ability to read out-of-state licenses as well as CA ID's that are moving to barcode (solution should be implemented in the next year); (2) a change order is being evaluated to improve search criteria; (3) issued instructions in April License Agent newsletter (available on the DFG internet) for entering forms of identification that do not have a unique number; (4) DFG will help market to customers that they should bring with them their previous year's license(s) to help expedite this process.

5. Provide more printer memory to reduce the lag time to print while it fetches more data



DFG recognizes sending data to the printer causes a lag-time especially with larger documents. Although some of the delay is inherent with the software (not the printer), DFG recommends that any license agent currently on dial-up connection move to higher speed internet access.

6. Provide a keyboard to help expedite the process to enter customer data



DFG is implementing numerous other solutions to address the time it takes to enter customer information (See #4).

- 7. Improve technical customer support provided by ALDS vendor:
- Improve better communication on help desk ticket follow-up
- Have license agent support available 24 hours a day
- 8. Provide instructions on hunting licenses and information on hunting zones



DFG is working with the vendor to improve the technical support.



DFG will work on developing a quick reference sheet to easily identify what is necessary for various hunting licenses and hunt zones. License agents should refer to the "?" button next to each item to see description information.

9. Provide online training and/or have training available on demand to train new employees



DFG will be developing training and will have available in the next six months. Also, DFG will be providing access to training available through the DFG internet or electronically available to send to employees.

- 10. Reduce the log-in and application start-up time.
 - Have system updates run at night and not at during business times
 - Have system boot up quicker in the morning



DFG understands that the system updates may slow log-in time; however, this will continue as the vendor is fixing ALDS software bugs and incorporating enhancements to the system. To help license agents minimize the impact, DFG suggests agents establish a policy turning off the ALDS terminal every night and turning on upon arrival the next business day (prior to customers arriving) and select the "Check for Update" button on the log-in screen. DFG also recommends that any license agent currently on dial-up connection move to higher speed internet access.

11. Provide a solution to help integrate ALDS purchases with agents' Point of Service registers.



DFG will evaluate solutions to help agents streamline this process.

12. Notify agents when the ALDS is down and when it will be back up



DFG will work with ALDS vendor to provide this information on the internet so any agent employee could access and find the pertinent information

13. Provide self-service terminals so customers can access and self-input information



ALDS IPOS terminals are not designed to be customer-facing. Agents are responsible for enforcing DFG's policies and procedures.

14. Integrate a customer's past purchases with a quick hotkey to determine next purchase



DFG will add this recommendation for future evaluation.

15. Provide the ability of an IPOS administrative manager to delete users



Due to security precautions, an IPOS administrative manager can make a employee/user "inactive"; however, users cannot be "deleted" from system.

16. Improve ALDS connection speed



Connectivity to ALDS is dependent upon an agent's internet connection method. DFG recommends that agents move to high-speed internet access for improved ALDS response times.

17. Have a password reset screen; increase the timeframe for resetting passwords



ALDS provides a password reset function to IPOS managers in the Administration menu. Unfortunately, due to security policies, passwords need to be reset every 90 days.

18. Improve sensitivity on IPOS terminal touch screen



The IPOS terminal should be calibrated for each specific user prior to log-in. This calibration will make the IPOS terminal be more responsive to a specific individual's touch. Also, for the same user, periodic calibration is recommended to enhance the touch screen's performance.